

From: Carroll Beth USGR
Sent: Wednesday, October 28, 2009 3:22 PM
To: Ford Sherry USGR; Goldsmith Steven USGR
Cc: Nadel Alan USGR
Subject: FW: FINAL OPED's **Attorney/Client Privileged**
Attachments: SAPdcMD.doc

Here's the 3rd party question.....I can probably ask Alex Avery but do we have any method for handling funding the 3rd party?

From: Mike Burita [mailto:mikeb@quinnthomas.com]
Sent: Wednesday, October 28, 2009 11:00 AM
To: Carroll Beth USGR
Subject: FW: FINAL OPED's **Attorney/Client Privileged**

Hi Beth - Hope you are well. It was nice seeing you in person again last week.

I've attached an oped that we are aiming to place on behalf of a third party in a DC based publication in advance of the SAP, most likely the Washington Times. The goal is to reach out to our likely DC allies (anti-regulatory, pro-ag, free market, conservative bloggers, etc.)

Elizabeth Whelan or the other gentleman at ACSH strike me as the best person to byline this piece. I know you're extremely busy, but I was hoping that you might be able to help me with a quick intro to them so I can follow up to see if they're interested in signing.

Thanks!

Mike Burita
202.420.9361

----- Forwarded Message

From: Eileen Doherty <edoherty@whwg.com>
Date: Tue, 27 Oct 2009 11:53:27 -0400
To: Doug Badger <doug@quinnthomas.com>, Mike Burita <mikeb@quinnthomas.com>, "dave.flakne@syngenta.com" <dave.flakne@syngenta.com>
Subject: FINAL OPED's **Attorney/Client Privileged**

Doug, Mike and Dave,

Attached are the three oped's regarding the November 3 SAP. The first two are the regional op ed's for Minnesota and Iowa. It'd up to you guys to determine which one goes to which signer/news outlet.

The third is for a Washington DC paper. Doug and Mike, do we have a signer for this one/ Possible placement is the Washington Times?

Eileen

----- End of Forwarded Message

From: Josh Gilder [Joshugilder@gmail.com]
Sent: Tuesday, March 02, 2010 10:19 AM
To: Goldsmith Steven USGR
Cc: Ford Sherry USGR; Adelman Jessica USWS; Eileen Doherty; Mark Davis; Mike Burita; Doug Badger; Clark Judge
Subject: action ideas

Steve/Sherry: I assume you're very busy right now, but I thought I'd send out some ideas about possible next steps, from immediate to a few days down the road:

Immediate

- 1) continue pushing Avery out to media – Hayes credibility, EPA politicization, etc. Mike is working on getting Avery on KQED radio (NRP San Francisco) opposite Tyrone right now.
- 2) Draft LTE responses to bigger papers (Avery, Solomon any others) – Wash Post, USA Today, etc.
- 3) Get our statement up on atrazinefacts.com. We need somewhere to point people.

Over the next few days

- 4) Given the broad exposure this received, we might be able to get an op-ed placed by Alex - maybe something to the effect of the dangers of removing a valuable tool from agriculture based on shaky science, etc.
- 5) Steve is picking dates for Tim to come to DC and schedule deskside briefings for next week. Critical to do this now, no need to be cautious in who we meet with since atrazine is on everyone's radar now.
- 6) We need to identify some allies within the media that can push back on Hayes – maybe Ron Bailey at Reason, maybe Tierney
- 7) we need to start fighting our own war and talk about the economic costs and political consequences to rural ag states if atrazine is removed – Blue Dog letter to EPA, Stenholm op-ed, Ohio AP, regional media, national political media
- 8) Should we plan something bigger surrounding the Lisa Jackson event at the press club on 3/8? An ag demonstration, prepare something to circulate?

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